

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

Applicant: Arnold-Huyser et al.  
Title: POINT-OF-INTEREST DISPLAY SYSTEM  
Appl. No.: 10/532,025  
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Examiner: Sample, Jonathan L.  
Art Unit: 3664  
Confirmation Number: 8239

**AMENDMENT AND REPLY UNDER 37 CFR § 1.116**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

This communication is responsive to the Final Office Action dated June 7, 2010, concerning the above-referenced patent application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks** begin on page 5 of this document.

Please amend the application as follows: